

ABSTRACT

The present invention relates to internet advertisement technique and a business model thereof for the purposes of providing the user with ultra-high speed exclusive lines for internet only free or at low price, enabling the user to utilize a web browser having the motion picture advertising window in the icon tool collection box, multi-casting custom-made advertisements suitable for the tendency of users by accessing in real time to said motion picture advertising window so that it efficiently maximizes the effect of advertisement without causing any inconvenience to the user on web-surfing.

Additionally, when the user on web-surfing creates any click event by clicking a specific motion picture advertising window by means of the web browser, the click event server according to the present invention can provide the specification for goods and/or HTML document for EC business to effect the convenience of easily and directly performing EC business for the user.

Moreover, the present invention suggest a new profit model , particularly, for users who have and use the ultra-high speed lines for internet only, that the web browser having the motion picture advertising window pays the electronic money in proportion to the time to download and use the web browser and leads to use the money on internet for EC business.